

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 RSC-01 /021 W

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R 171025Z DEC 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 8991

USIA WASHDC

USDOC WASHDC

LIMITED OFFICIAL USE SOFIA 2276

E.O. 11652: NA

TAGS: BEXP, BU

SUBJECT: PLOVDIV EXHIBIT

REF: STATE 274622

1. REDUCTION OF US PAVILION FROM 3,210 SQUARE METERS TO 1,000 SQUARE METERS WHILE TECHNICALLY FEASIBLE WOULD IN OUR JUDGMENT BE A SERIOUS MISTAKE. (IN 1974 WE HAD 2,682 SQUARE METERS FOR BOTH GEODESIC DOME, WHICH WAS LATER SENT TO BRATISLAVA BECAUSE OF AN EMERGENCY THERE, AND ADJACENT PUBLIC DISPLAY; AND IN ADDITION HAD VERY USEFUL 528 COVERED SQUARE METERS FOR OFFICES, COMMERCIAL LIBRARY, LOUNGE, STORAGE, ETC.) IF WE WERE TO CONTENT OURSELVES WITH 1,000 SQUARE METERS THIS WOULD REPRESENT ONLY 37 PERCENT OF PUBLIC EXHIBIT SPACE USED LAST YEAR AND ONLY 31 PERCENT OF TOTAL SPACE.

2. SUCH A REDUCTION WOULD BE INTERPRETED AS A RETROGRADE STEP IN OUR RELATIONS WITH BULGARIA, FOR WHICH PLOVDIV IS ONE OF FEW VISIBLE SYMBOLS REACHING THE LEADERSHIP AND POPULATION, AND WOULD BE ESPECIALLY HARMFUL TO OUR COMMERCIAL INTERESTS. PARTICULARLY IN THE ABSENCE OF FORWARD MOVEMENT ON AGREEMENTS AND HIGH-LEVEL VISITS WHICH THE GOB HAS PROPOSED, MINIATURIZATION OF OUR EXHIBIT WOULD RESULT IN OUR LOSING PART OF GROUND WHICH HAS BEEN SO PAINFULLY GAINED DURING 1974.

3. STILL, SINCE WASHINGTON WANTED TO KNOW IF SPACE WOULD BE LIMITED OFFICIAL USE

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AVAILABLE WE DID MAKE INQUIRIES AND THERE WOULD BE TWO

PAVILIONS, BOTH IN THE GENERAL AREA OF 1974 U.S. PAVILION, WHICH COULD BE USED: (A) PAVILION 23, OCCUPIED LAST YEAR PRIMARILY BY GREAT BRITAIN (WHICH HAD ADDITIONAL LARGE COMMERCIAL DISPLAYS ELSEWHERE ON THE FAIR GROUNDS), ALMOST EXACTLY 1,000 SQUARE METERS; (B) PAVILION 21, OCCUPIED LAST YEAR BY SEVERAL SMALL EXHIBITORS, SOMETHING LESS THAN 800 SQUARE METERS. THE LATTER BACKS INTO USG'S 1974 OPEN-AIR SPACE. COST OF SPACE WHEN ENTIRE PAVILION RENTED IS \$16.80 PER SQUARE METER; AND PARTIAL RENTAL \$20.20 PER SQUARE METER.

4. WE STRONGLY RECOMMEND AGAINST REDUCTION OF U.S. PARTICIPATION ON THE GROUND THAT OUR 1974 PARTICIPATION MARKED A HEALTHY QUANTUM JUMP IN TERMS OF SALES, GENERAL RECEPTION, AND IMPROVEMENT OF THE ATMOSPHERE BECAUSE WE HAD AN IMAGINATIVE, ATTRACTIVE EXHIBIT WITH AMERICAN EQUIPMENT DISPLAYED TO PROVE THAT WE ARE READY TO DO BUSINESS WITH BULGARIA. IF WE WERE TO BE SHOEHORNED INTO A SMALL BUILDING THE CONTRAST WOULD BE GLARING AND WOULD BE READ AS DENOTING LESSENERED INTEREST IN DOING BUSINESS WITH BULGARIA AT THE VERY TIME WHEN GOB IS WILLING TO DO MORE.

HERZ

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 17 DEC 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: garlanwa
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SOFIA02276
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740366-0923
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741229/aaaaaygi.tel
Line Count: 83
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: 74 STATE 274622
Review Action: RELEASED, APPROVED
Review Authority: garlanwa
Review Comment: n/a
Review Content Flags:
Review Date: 15 APR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 APR 2002 by shawdg>; APPROVED <11 JUL 2002 by garlanwa>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PLOVDIV EXHIBIT
TAGS: BEXP, BU
To: STATE COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005